

Subject: Re: December 4, 2016, Movie Night at the Warner Grand
From: "Johnson, Liz" <liz@grandvision.org>
Date: 11/19/2016 09:47 PM
To: Joe Pielago <jpielago@sanpedrobid.com>
CC: Lorena Parker <lparker@sanpedrobid.com>, Lee Sweet
<leezcorner@gmail.com>, Andy Pham <apham@sanpedrobid.com>

Joe,

I know you're new so you probably don't know the nuances of who does what etc. but it's very important that this flyer doesn't go to press without the **Grand Vision** logo- assuming nothing has changed since Lorena and I talked yesterday.

IMPORTANT - The Grand Vision logo is attached. It's what you would use to acknowledge our organization - if you work with me, Taran, Lea (our marketing coordinator) etc.

If you're also wanting to credit the City of LA and Lee Sweet for help on a project, please use the Warner Grand's correct logo. To the best of my knowledge it's the one I have also attached.

Also when you do an event at the Warner Grand, they ask you to state in small letters on your promotional material, "**The Warner Grand Theatre is a facility of the City of Los Angeles' Department of Cultural Affairs.**" What you have in the lower right isn't anybody's logo so please eliminate that one.

ADDITIONAL SUGGESTIONS

I make a lot of promotional flyers. It's a good idea to include a phone number on your flyer and a website. Add the PBID's. And something that says "Tickets sold at the door" if you aren't planning to sell them in advance.

I would also suggest you are a lot clearer about what "Santa Claus" means. For instance, it would be more informative to say: Live Santa Claus in Warner Grand Lobby" or something like that. Also generally speaking the layout is confusing. I'd put San Pedro Property Owners Presents ...ELF on the left side people read from left to right.

Also I think using three names for the PBID will only add confusion. At least pick two.

Hope this is helpful - most important thing is that we require the Grand Vision logo on the flyer.

P.S. I attached an eps and jpg version of both logos.

Liz

Liz Schindler Johnson
www.grandvision.org
(310) 833-4813 w / (310) 525-8041 c
[Watch Grand Vision's Video](#)

On Fri, Nov 18, 2016 at 12:30 PM, Joe Pielago <jpielago@sanpedrobid.com> wrote:

Here is the flyer for the event.

Thanks everyone for your help! Let's all spread the word, 1500 seats we can fill for a wonderful holiday experience in addition to the amazing holiday parade!

Cheers all!

[San Pedro Property Owners' Alliance](#)

Joe Pielago
Tourism Ambassador

e: jpielago@sanpedrobid.com

o: [310-832-2183](tel:310-832-2183)

c: [310-701-2980](tel:310-701-2980)

On Wed, Nov 16, 2016 at 4:54 PM, Joe Pielago <jpielago@sanpedrobid.com> wrote:

Alright Team!

Thank you everyone for working with me on this project.

Let's lock down the Sunday December 4th after the San Pedro Chamber of commerce parade.

Attached is the beginnings of a time line for our event. We are working on getting our end organized.

Here is what I see everyone needing to work on in order to pull this off...

Warner Grand-

- Projectionist
- Lock down date Sunday December 4, 2016
- Concessions (Dave)
- Crew
- Equipment and Event Space
 - (PBID will pay for above costs)

Grand Vision Foundation-

- Non Profit License of the movie Elf (PBID will reimburse)

PBID-

- Marketing efforts (with Iowa)
- Santa Claus
- Santa Chair/bench + Decorations
- Candy Canes
- Printing Tickets
- Email businesses and ask them to OPEN on this particular Sunday :)

Iowa-

- Marketing opportunities, Movie under the guns, but in the Warner Grand, we can add your logo etc.

San Pedro Chamber of Commerce-

- Cross Promotion Marketing, if anyone asks they have a movie night after the parade

Thank you,

[San Pedro Property Owners' Alliance](#)

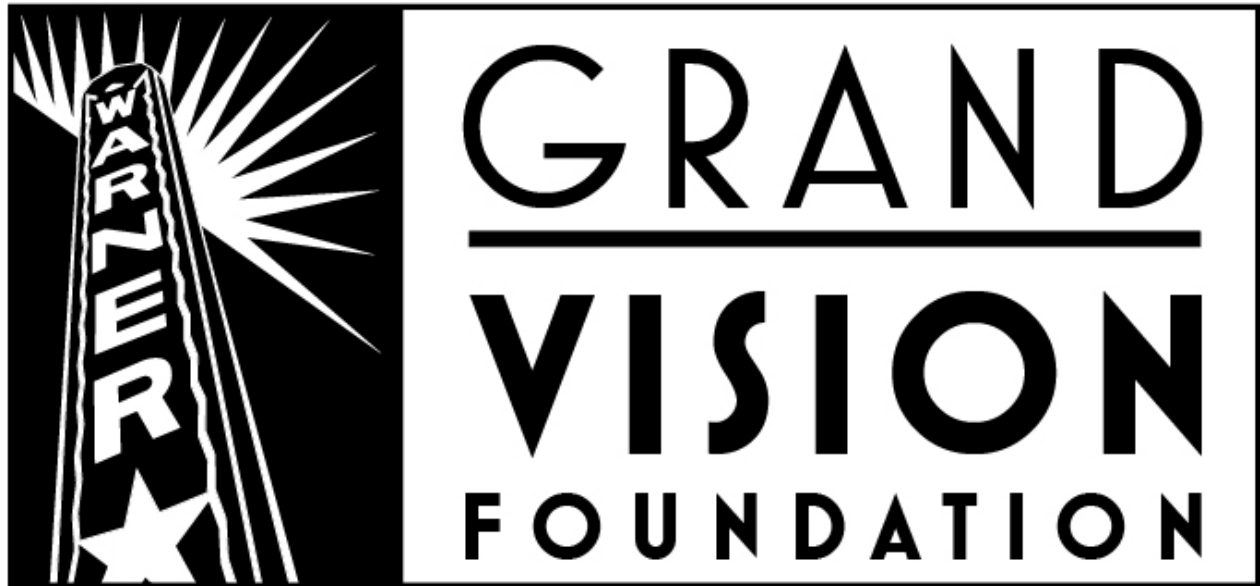
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—Warner Grand Logo.jpg—



—Attachments:—

Grand Vision Logo 2014.eps

89.7 KB

Re: December 4, 2016, Movie Night at the Warne...

GVF LOGO.jpg	122 KB
WGT-logo_best.eps	1.0 MB
Warner Grand Logo.jpg	598 KB